

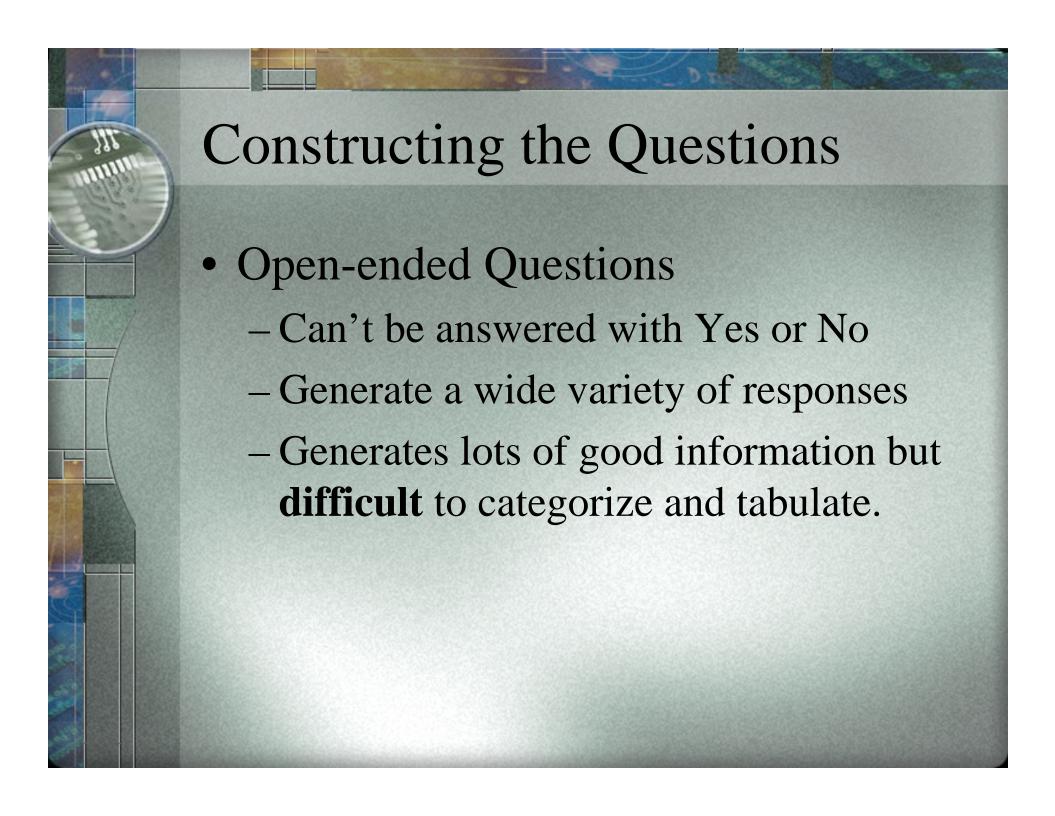
Sec 29.2 – The Marketing Survey

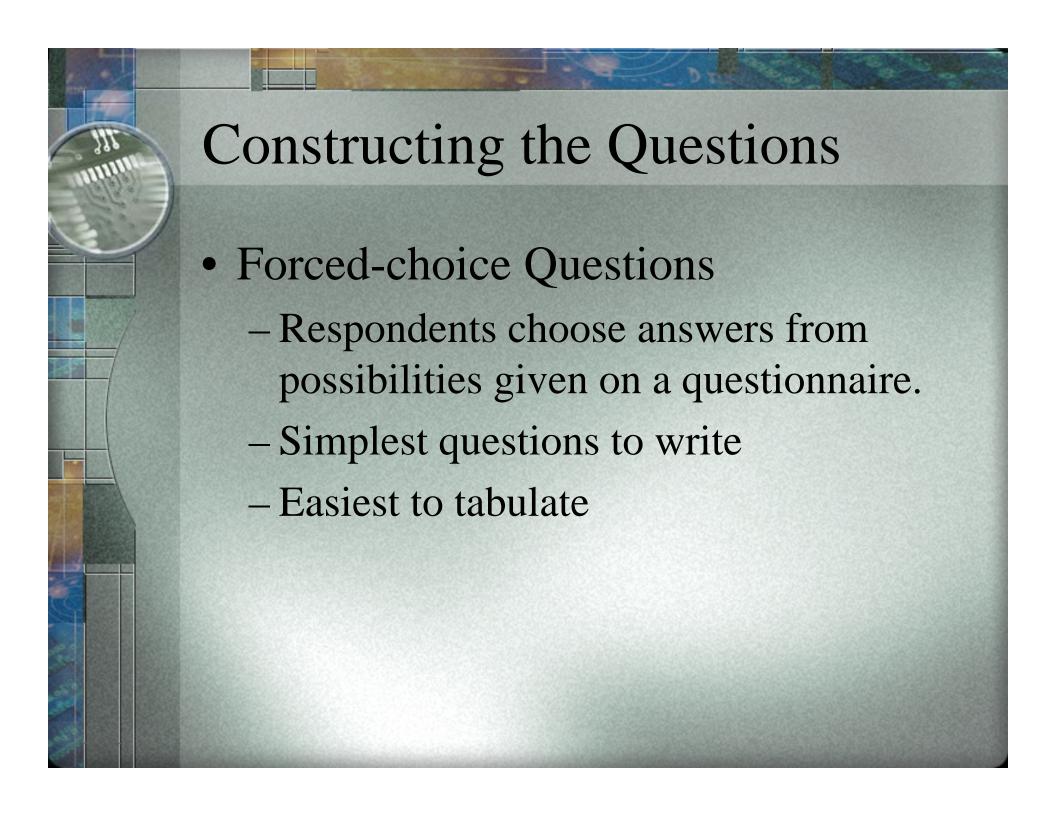
What you'll learn

- How to conduct a survey
- The ways that technology is used in marketing research

Constructing the Questions

- Questionnaires should provide data with validity and reliability.
- Validity exists when the questions asked measure what was intended to be measured.
- Reliability exists when a research technique produces nearly identical results in repeated trials.





Types of Forced Choice Questions

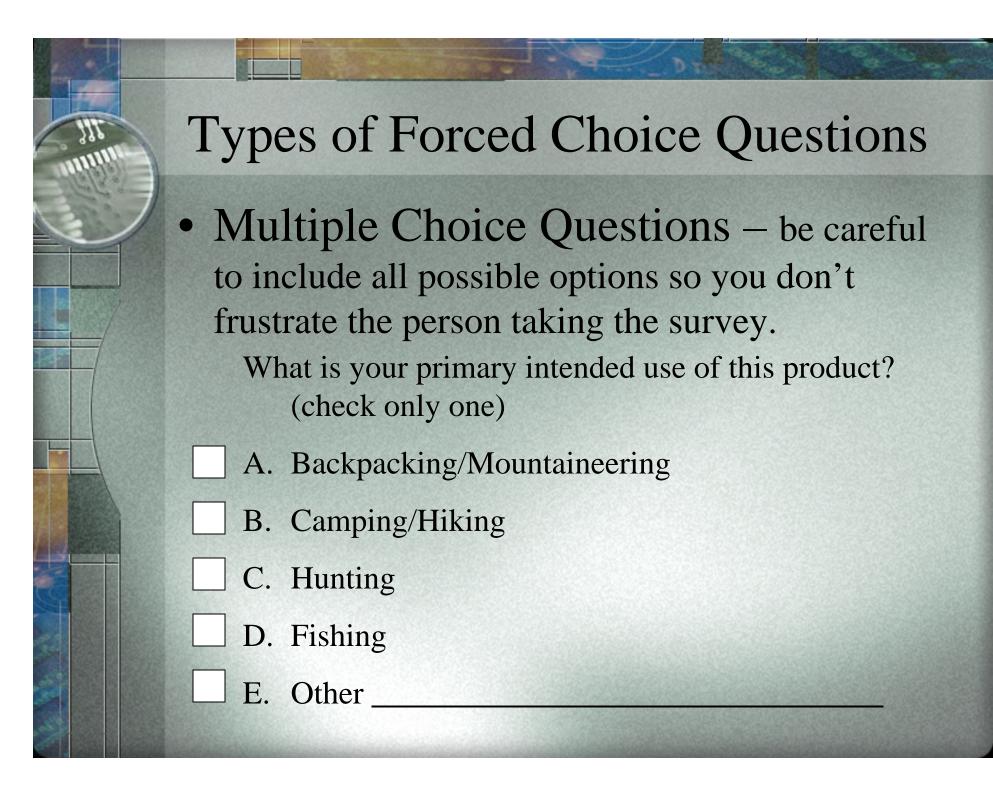
- Yes/No Questions
 - Used only when asking for a response on one issue.
 - Most often used as a filter question.

Was our facility clean?

Yes No

Was your server courteous?

Yes No



Types of Forced Choice Questions

Rating Scale Questions

Please rate the following:

Reservations Excellent Good Average Fair Poor

Check-In Excellent Good Average Fair Poor

Parking Excellent Good Average Fair Poor

Types of Forced Choice Questions

Level of Agreement Questions

"I am extremely health conscious"

SA A N

SD

"I do not like vegetables.?

SA A N D

SD

The cafeteria should serve heart-healthy foods."

SA A N D

SD





- Write clearly and briefly
- Give clear directions
- Avoid bias
- When finished, pretest the survey

Formatting Questionnaires must have excellent visual appearance and design to appeal to respondents. Directions should be clear General demographic questions go at the end

